

ABSTRACT OF THE DISCLOSURE

An individually delivering system is provided, in which a terminal of each recipient is connected to a host computer via wireless- or wire-telecommunication network, the system comprising a recipient identifying device adapted to identify a recipient on the basis of the recipient's personal data at least including the recipient's mail address and name, a name exchanging device adapted to exchange the recipient's name for a temporary name accompanying text or graphic matter previously stored in a recorder, and a delivery device adapted for individually delivering the text or the graphic matter into which the recipient's name has been introduced by said the name exchanging device to the recipient's mail address at time or times predetermined by the recipient identifying device.